

Revitalizing Recruitment

**New Year
New Outlook**

What has happened to Recruitment Advertising within the newspaper industry?:

- The economy.
- Less use of print advertising among advertisers.
- The online recruitment Web sites we helped get started are now our biggest competitors.



What proactive approach can we make to improve the employment advertising decline ?

- Remind ourselves that this is temporary.
- Offer all product options, print & online.
- Offer your Advertiser guidance.
- Know your products.
- Always review with the advertiser.

Old Products/New Products Better Reach



- **TOPJOBS** Videos
- **TOPJOBS** Listing





- College/University websites across the Nation.
- 30 day posting
- Targets a job specific audience.



TOPJOBS Videos
TOPJOBS Listing

- Listing in clear view for the passive job seeker.
- An interactive way to view a job listing .
- Video is a direct link to job content.



Online -vs- Print



Products as a Partnership

- Pleasing your Demographic.
- More product, better reach.
- Variety creates better choice.
- Smoother job search.
- Better pool of candidates.
- Higher rate of satisfaction.

New Ideas To Stimulate The Market

- Virtual Job Fairs
- Educating Advertisers
- Educating Ourselves
- Develop Relationships
- Share Ideas

Advertising Recruitment Success

- Product Blending + Full Reach
- = Quality Candidates
- Please Advertiser
- Please Jobseeker
- Newspaper's Success
- Online/Print Partners



